

Library Info Alert
Summer 2005

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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Handouts, webcasts and other information from the ALA Annual Conference in Chicago are posted as they are received. This information is posted on individual division and roundtable websites, and may be available on those sites even if it is not posted here.

Article Alert:

1 ChangeMasters All-A Series on Librarians Who Steered a Clear Course toward the Twenty-First Century

Marta Mestrovic Deyrup

(Library Administration & Management, Summer 2005, Vol. 19, Issue 3, pg. 119)

An interview with Betty J. Turock, library professor and administrator, is presented. Turock talks about how she has helped steer the library profession into the twenty-first century. She was the driving force behind the Spectrum Initiative, which provides library education scholarships to students of diverse ethnic backgrounds.

2 Collaboration Enabling Internet Resource Collection-Building Software and Technologies

Steve Mitchell

(Library Trends, Spring 2005, Vol. 53, Issue 4, pg. 604)

Over the last decade the Library of the University of California, Riverside and its collaborators have developed a number of systems, service designs, and projects that utilize innovative technologies to foster better Internet finding tools in libraries and more cooperative and efficient effort in Internet link and metadata collection building. The open-source software and projects discussed represent appropriate technologies and sustainable

strategies that we believe will help Internet portals, digital libraries, virtual libraries, library catalogs-with-portal-like-capabilities (IPDVLs), and related collection-building efforts in academia to better scale and more accurately anticipate and meet the needs of scholarly and educational users. Steve Mitchell is iVia and Data Fountains Projects Coordinator at the Library of the University of California at Riverside (UCR). A co-founder of INFOMINE, a virtual library of significant research and educational resources of value to the academic community and one of the first Web-based services offered by a library, Mitchell has been a Science Reference Librarian at UCR since 1986.

3 Comparative Study of Amazon.com As a Library Book and Media Vendor

By Paul Orkiszewski

(Library Resources & Technical Services, July 2005, Vol. 49, Issue 3, pg. 204)

Amazon.com offers convenience, Web extras, and competitive pricing to its customers. Does this mean it could be a major player in the library marketplace? To answer the hypothetical question "What if the library bought everything from Amazon?" this paper reports on an in-house study of Amazons potential and performance as a library vendor, using order data from the Belk Library at Appalachian State University. *Paul Orkiszewski is Coordinator of Acquisitions, Appalachian State University, Boone, North Carolina.*

4 Copyright Clearances: Library Copying in the Digital Age

K Matthew Dames

(Online, July/August 2005, Vol. 29, Issue 4, pg. 32)

The author discusses the many grey areas of copyright law and how they apply to librarians and to digital information. Using a hypothetical scenario, topics such as digital fair use, circumstances under which libraries may legally copy material, what materials can and cannot be copied, what responsibilities do librarians have when faced with a patron who makes suspicious requests, and how database licenses may negate privileges given to libraries under copyright law are discussed. *Matthew Dames is the principal of Seso Group LLC, a digital information advisory firm located in Washington, B.C., and teaches copyright and licensing at Syracuse University's School of Information Studies.*

5 Core Competencies

Robert F Moran Jr.

(Library Administration & Management, Summer 2005, Vol. 19, Issue 3, pg. 146)

The author discusses the core competencies that embody the essence of librarianship. Librarians need to approach the task of identifying services that will make a difference in the lives of citizens and students, the task of creating the public value-services that they will be willing to support financially. *Robert F. Moran Jr. is a library consultant.*

6 Cyber-Democracy or Cyber-Hegemony? Exploring the Political and Economic Structures of the Internet as an Alternative Source of Information

Julie Frechette

(Library Trends, Spring 2005, Vol. 53, Issue 4, pg. 555)

Although government regulation of the Internet has been decried as undercutting free speech, the control of Internet content through capitalist gateways-namely, profit-driven software companies-has gone largely uncriticized. The author argues that this discursive

trend manufactures consent through a hegemonic force neglecting to confront the invasion of online advertising or marketing strategies directed at children. This study suggests that "inappropriate content" (that is, nudity, pornography, obscenities) constitutes a cultural currency through which concerns and responses to the Internet have been articulated within the mainstream. By examining the rhetorical and financial investments of the telecommunications business sector, the author contends that the rhetorical elements creating "cyber-safety" concerns within the mainstream attempt to reach the consent of parents and educators by asking them to see some Internet content as value laden (sexuality, trigger words, or adult content), while disguising the interests and authority of profitable computer software and hardware industries (advertising and marketing). Although most online "safety measures" neglect to confront the emerging invasion of advertising/marketing directed at children and youth, the author argues that media literacy in cyberspace demands such scrutiny. Unlike measures to block or filter online information, students need an empowerment approach that will enable them to analyze, evaluate, and judge the information they receive. *Julie Frechette is an Associate Professor of Communication Studies at Worcester State College, where she teaches courses in media literacy, critical cultural studies, mass communication, and gender analysis.*

7 Database Protection Legislation: Copyright Caught Between a Rock and a Hard Place

Anne N. Barker

(Searcher, July/August 2005, Vol.13, Issue 7, pg. 34)

As the Court notes in its judgment, "although a compilation of facts may possess the requisite originality because the author typically chooses which facts to include, in what order to place them, and how to arrange the data so that readers may use them effectively, copyright protection extends only to those components of the work that are original to the author, not to the facts themselves". *Anne N. Barker is Director of Research and Information Services, Randall Funding and Development.*

8 Digital Reference Research: Fusing Research and Practice

R David Lankes

(Reference & User Services Quarterly, Summer 2005, Vol. 44, Issue 4, pg. 320)

This article presents the Digital Reference Research agenda developed as a result of a three-day symposium at Harvard University. It shows how the research agenda ties directly to digital reference and library practice and argues that research and practice must connect on a meaningful level in order to prevent unusable research and untestable practice. R. David Lankes is Executive Director of the Information Institute of Syracuse and Assistant Professor at Syracuse University's School of Information Studies, New York. This article and research agenda is the result of wide-scale input from the symposium participants, and the coeditors of *The Digital Reference Research Agenda*, Scott Nicholson and Abby Coodrum.

9 Generosity and Copyright: Creative Commons and Creative Commons Search Tools

Laura Gordon-Murnane

(Searcher, July/August 2005, Vol. 13, Issue 7, pg. 16)

The browsing option reaches only a small sampling of Creative Commons licensed content. The Creative Commons team refuses to develop a comprehensive directory or database of

Creative Commons content because they feel it undermines the vision of the Net - a distributed, decentralized network. Consequently, there is no complete directory. And this frankly is a real disappointment and a glaring weakness. *Laura Gordon-Murnane is Intranet Webmaster at Bureau of National Affairs, Inc.*

10 Google and Access to the World's Intellectual Heritage

Brendan Rapple

(Contemporary Review, June 2005, Vol. 286, Issue 1673, pg. 338)

The author comments on the great potential benefit of Google's plan to digitize millions of the world's books that democratizes the dissemination and availability of information and knowledge. Among others, he remarks that if Google's promise of digitizing and making freely available electronically thirty or more millions of the world's monographs to fruition, it will constitute a remarkable vehicle for diffusing in both the developed and developing world much of the world's intellectual heritage. *Dr Brendan Rapple is Collection Development Librarian in the O'Neill Library of Boston College, Massachusetts.*

11 Google Scholar: What's in It for You?

Mick O'Leary

(Information Today, July/August 2005, Vol. 22, Issue 7, pg. 35)

If your research is casual, Google Scholar will easily provide a small but representative selection of scholarly research on most subjects. If your research is serious, however, Google Scholar should be your last option - if you decide to use it at all. Google Scholar (<http://scholar.google.com>) is an aggregation of mostly bibliographic, scholarly research that's generally not available on the public Web. Its content is derived from three sources: 1. proprietary databases covering a range of scholarly and technical disciplines, 2. Web sites of scholarly and technical publishers, and 3. intranets of research institutions (usually universities). Google Scholar doesn't publish a list of its contributing databases and Web sites, which goes against the fundamental scholarly principle of openness. *Mick O'Leary is the director of the library at Frederick, Md., and a principal in The Data Brokers.*

12 If You Don't Ask, You Won't Get

Stephanie K Gerding

(Public Libraries, May/June 2005, Vol. 44, Issue 3, pg. 148)

The author focuses on all approaches for bringing in money and increasing library budgets, including advocacy, support in the local community and communicating the need for increased local funding. Libraries are fortunate because their focus and standing as centers of their community bring credibility to fund-raising and financial request just by their reputation and the services they provide, but if the libraries do not ask, they would not get anything. *Stephanie K. Gerding is Continuing Education Coordinator at Arizona State Library, Archives and Public Records, in Phoenix.*

13 Knowledge for Sale

Chris Dodge

(Utne, July/August 2005, Issue 130, pg. 73)

In a "knowledge economy" where information carries an ever-steeper price, where the rich get wealthier and the poor have less, libraries are one of the few ways still available

for many to educate themselves--ideally, an American right. Here, Dodge argues of wider trends of the innovative system that are transforming public libraries across the country. *Chris Dodge, an essayist and poet, is the Utne librarian.*

14 Library Anxiety in the Electronic Era, or Why Won't Anybody Talk to Me Anymore? One Librarian's Rant

Michel C Atlas

(Reference & User Services Quarterly, Summer 2005, Vol. 44, Issue 4, pg. 314)

The author discusses some library anxieties in the electronic era. Decreasing statistics reflect the fact that fewer patrons are approaching the librarian at the reference or information desk in the library. No Web site can do what a skilled reference librarian can do, which is to help patrons figure out what they want to know, but librarians are themselves becoming one with the Web as they establish virtual reference services in which patrons can get all the knowledge, skill and compassion of a real librarian without the bother of seeing or talking to one. *Michel C. Atlas is Professor and Reference Librarian at Kornhauser Health Sciences Library, University of Louisville, Kentucky.*

15 Library Impact Fees

Thomas J Hennen Jr.

(Public Libraries, May/June 2005, Vol. 44, Issue 3, pg. 169)

Library staff can develop a plan for setting library impact fees. Impact fees are set on new houses as they are being built and are designed to offset the impact that new residents will have on expanded library operations, the author provides a summary of the steps that must be taken, suggests a recommended plan to implement impact fees, and offers advice on dealing with local officials when developing the fees. *Thomas J. Hennen Jr. is the Director of Waukesha County (Wise.) Federated Library System, the creator of the HAPLR Library Rating and the author of Hennen's Public Library Planning (Neal-Schuman, 2004).*

16 On Their Own: Students' Academic Use of the Commercialized Web

Samuel E Ebersole

(Library Trends, Spring 2005, Vol. 53, Issue 4, pg. 530)

This article reviews research conducted in 1998-99 examining students' perceptions and uses of the World Wide Web for academic purposes. Recent developments in the Web that may be of particular interest to educators and parents of students are considered. *Samuel E. Ebersole is Instructional Design Specialist and Professor of Mass Communications at Colorado State University-Pueblo.*

17 An Overview of Digital Audio Books for Libraries

Tom Peters, Lori Bell, Diana Brawley Sussman and Sharon Ruda

(Computers in Libraries, July/August 2005, Vol. 25, Issue 7, pg. 6)

During the past 10 months, the North American market for digital audiobooks has heated up. Two established purveyors of e-books to libraries--OverDrive and netLibrary--have launched digital audiobook services, and TumbleBooks, which began as a supplier of children's e-books, has developed several digital audiobook-related services for adults. Peters et al review the current state of the quickly emerging digital audiobook market for libraries. *Tom Peters is founder of TAP Information Services in Blue Springs, Mo. Lori Bell*

is director of the MidIllinois Talking Book Center in East Peoria, III. Diana Brawley Sussman is director of the Southern Illinois Talking Book Center in Carterville, III. Sharon Ruda is director of the Illinois State Library Talking Book and Braille Service.

18 Recommended Reading on the Internet, CSS, Library Management, and Human-Computer Interaction

Deborah Lynne Wiley

(Online, July/August 2005, Vol. 29, Issue 4, pg. 61)

The following books are reviewed: *Internet Annoyances: How to Fix the Most Annoying Things About Going Online*, by Preston Gralla; *The CSS Anthology: 101 Essential Tips, Tricks & Hacks*, by Rachael Andrew; *The Accidental Library Manager*, by Rachel Singer Gordon; and the *Berkshire Encyclopedia of Human-Computer Interaction*, edited by William Sims Bainbridge. *Deborah Lynne Wiley is principal of Next Wave Consulting, Inc.*

19 Research at Risk

Thomas Mann

(Library Journal, July 2005, Vol. 130, Issue 12, pg. 38)

Suppose, again for example, a student wishes to research the foreign policy of Millard Fillmore. If she types "President Fillmore Foreign Policy" in Google, one of the top hits (among 72,500) is the online Encarta encyclopedia. That source has a single paragraph on the topic. Thomas Mann is a member of AFSCME 2910 at the Library of Congress (LC) and author of *Library Research Models and the Oxford Guide to Library Research* (Oxford Univ., 1998; new edition due October 2005). The views expressed in this paper should not be construed as official views of LC.

20 Student Searching Behavior and the Web: Use of Academic Resources and Google

Jillian R Griffiths and Peter Brophy

(Library Trends, Spring 2005, Vol. 53, Issue 4, pg. 539)

This article reports results of two user studies of search engine use conducted to evaluate the United Kingdom's national academic sector digital information services and projects. The results presented here focus on student searching behavior and show that commercial Internet search engines dominate students' information-seeking strategy. Forty-five percent of students use Google as their first port of call when locating information, with the university library catalogue used by 10 percent of the sample. Results of students' perceptions of ease of use, success, time taken to search, and reasons for stopping a search are also presented. *Peter Brophy is Professor of Information Management and Director of the Centre for Research in Library and Information Management (CERLIM). He is currently the Director of the EDNER+ Project and has previously been director of the EDNER, LinkER, and EFX Projects. Jillian R. Griffiths is currently working on a Ph.D. (Success Factors in End User Searching of Full Text Information Sources) at MMU.*

21 What Is Usability in the Context of the Digital Library and How Can It Be Measured?

Judy Jeng

(Information Technology and Libraries, June 2005, Vol.24, Issue 2, pg. 47)

This research is to develop and evaluate methods and instruments for assessing the usability of digital libraries. This study contributes to the literature the understanding of usability, reviews what methods have been applied and their applicability, and proposes a suite of methods for evaluating usability for academic digital libraries. The study employs a number of techniques, including formal usability testing, questionnaire, interview, think aloud, and log analysis. The evaluation model and instruments in this study consider both the quantifying elements of performance as well as subjective criteria. Literature review has indicated that there is a need of usability testing benchmarks for comparison. Navigation disorientation is among the biggest frustrations for Web users. This research also examines if there exists an interrelated relationship among effectiveness, efficiency, and satisfaction. Although there is an interlocking relationship among these three criteria, each has its own emphasis and should be measured separately. *Judy Jeng is a Ph.D. candidate at the School of Communication, Information, and Library Studies, Rutgers, The State University of New Jersey.*

22 Why Best Practices Still Matter

Susan J Leandri

(Information Outlook, July 2005, Vol.9, Issue 7, pg. 20)

Best practices are simply the best way to perform a business process. Special libraries can benefit from using these approaches as they enable everyone in the organization to achieve optimum performance. Leandri discusses the advantages offered by best practices in library management. Susan J. Leandri is managing director of the Global Best Practices' operating unit at PricewaterhouseCoopers. Global Best Practices, www.globalbestpractices.com, is an online knowledge resource offering best practices, business risk, and benchmarking tools.

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